

THE MANAGEMENT OF TOURISM OBJECT IN JUNGLE CAMP BILI BILI

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Abstrak

Penelitian bertujuan untuk mengetahui potensi dan daya tarik kamp hutan dan strategi pengembangan oleh manajer kamp hutan di kamp hutan. Sumber data dalam penelitian ini ada dua macam, yaitu data primer and data sekunder. Peneliti menggunakan observasi langsung dan mengajukan beberapa pertanyaan yang telah disiapkan oleh peneliti. Penelitian ini menggunakan pendekatan kualitatif. Data dikumpulkan dari observasi dan wawancara di Bontoparang Gowa. Sebanyak dua pengelola dari Objek Wisata Jungle Camp dan dua Pengunjung Objek Wisata Jungle Camp sebagai informan penelitian ini. Hasil penelitian ini menunjukkan bahwa strategi pengembangan yang dilakukan untuk wisata jungle camp adalah kurangnya pengelolaan jungle camp sehingga wisata ini belum telah disampaikan kepada pemerintah Gowa. Dan inovasi yang ada hanya dari kreativitas organisasi pemuda setempat.

Kata Kunci: *Pengelolaan, Objek Wisata, Jungle Camp*

Abstract

This study aims to know about potential and attractions the jungle camp and the developments strategy by the jungle camp manager on jungle camp. There are two kinds of data sources in this research, namely primary data and secondary data. The researcher used direct observation and asked some question which have prepared by researcher. This study used a qualitative approaches. Data were collected from observation and interviewed in Bontoparang Gowa. There were two the Jungle Camp Manager and two Visitors of Jungle Camp as informans of this research. The result of this research showed that the development strategy carry out is for jungle camp tourism are the lack of management of the jungle camp so that this tour has not been convey to the Gowa government. And innovations that exist only from the creativity of local youth organizations.

KeyWords: *Management, Tourism Object, Jungle Camp*

INTRODUCTION

Indonesia is the first largest archipelago in the world with an area of 1,904,569 square km. Indonesia's total ocean area is 3,544,743 square km with a ratio of 70 percent ocean and land

with 30 percent. The wealth that the Indonesian sea has is very diverse, ranging from flora to fauna. Indonesia as an archipelago, beaches and sea stores a variety of potential if managed properly will be beneficial for the surrounding community even for the tourism industry. Tourism has now become a necessity for people in various layers not just for certain circles. It can not be denied that currently tourist activities are activities that have become one of the human needs. Some people do tourist activities are just to relax, have fun, or adventure. In addition, people also do tourist activities to avoid themselves from daily activities and routine obligations, and get the opportunity to get joy and pleasure (Rijal, S., Syamsidar, Badollahi, Muh Zainuddin, 2020; Yoeti, 2010). Tourism is one of the new types of industries that can accelerate economic growth and employment provision, increase income, living standards and stimulate other productive sectors. Tourism can spur the growth of the tourism industry and will also have an impact in other fields such as agriculture, people's crafts around the tourism area and other products that support tourism activities themselves. The potential for tourism development has enough strong influence on the development of the area around the tourist attraction.

Entering the era of globalization the role of the tourism industry must be supported by quality and professional human resources. This is due to the fierce competition of the tourism world. We all know that some of these days various crises hit the Indonesian nation, especially the economic crisis that never ends, but all that does not reduce the public interest to travel. This situation is what encourages tourists to provide vital facilities and infrastructure in the world of tourism. Facilities and infrastructure are very necessary to attract tourists to visit a tourist attraction. The more complete the facilities and infrastructure provided at a tourist attraction will make tourists comfortable and feel at home enjoying the attraction (Rijal, S., Masatip, A., Badollahi, Muh. Zainuddin., Syamsidar, 2020).

To achieve all tourism development goals, promotions must be held so that the potential and tourist attraction can be better known and able to move prospective tourists to visit and enjoy tourist attractions. In this case the tourism industry is competing to create more varied tourism products regarding the preservation of the object itself in accordance with the purpose of tourism development, namely to introduce the unique beauty of nature, culture and living order. Motivated by natural beauty and cultural diversity, making the country of Indonesia as a country that is famous for tourist attractions, both natural attractions and cultural attractions. In addition to maintaining the survival of tourists, income from tourist attractions can also increase income for local governments in particular and the central government in general. For the smooth development of tourism, several important drivers are needed such as good roads, land, sea, air, and accommodation transportation as a means that are no less important in the development of tourism. The management of tourism activities is needed in order to hold tourists to stay longer in tourist destinations and how tourists spend as much money during tourism. The longer tourists are in a tourist spot will increase their spending, so it will raise transportation, entertainment, accommodation, and other services. One from many Tourism Potentials in Indonesia is Gowa Regency. Gowa's name is familiar. Starting in the 15th century, the Kingdom of Gowa was a maritime kingdom that had a large influence in the waters of the archipelago. Even from this kingdom also appeared the name of a national hero who was titled Rooster from the East, Sultan Hasanuddin, King Gowa XVI who dared to fight the Dutch VOC in the early years of his colonization in Indonesia. The Kingdom of Gowa was finally conquered to the Netherlands through the Treaty of Flowers.

Gowa Regency has many Tourism Potentials, one of which is Jungle Camp located at Malino Street, Bontoparang, Parangloe, Gowa Regency, South Sulawesi 92173. Jungle Camp Parangloe became a destination that has just gone viral among the people of Makassar. This place is the most recommended camping location, with views of the river stretching wide. This river does not overflow because the flow discharge is regulated by the Bili-Bili Dam. Not only that, you can enjoy the sunrise with the charm of spoiling the eyes of a very beautiful blend of sky colors. The beauty of this place is more perfect with the presence of a view of green mountains that almost circle the riverbank. From here you can see the majesty of Mount Bawakaraeng which has a height of 2830 meters above sea level. Jungle Camp occupies a fairly large area. The location is very appropriate to set up a tent. Lying down and taking photos together is also interesting. This beautiful place can be used to just sit in front of the tent while enjoying the soothing scenery. Jungle Camp attractions are located in the Coastal area of Bili-bili Reservoir precisely in Bontoala Neighborhood, Bontoparang Village, Parangloe District, Gowa Regency. The distance is about 30 kilometers from Makassar city and can be reached by public transportation or private vehicles. To the north: bordered by Pattalassang District, the south is bordered by Manuju District. to the west: bordering the district of Bontomarannu and to the east: bordering the district of Parigi.

The problem that exists today is the lack of optimal handling of Jungle Camp Attractions, in addition to the existing facilities and infrastructure are not adequate both in quality and quantity, this can be seen from the facilities and infrastructure that exist today is still simple and seen from the existing facilities do not meet the needs of visitors. Another problem is that people who still do not know that their village is a tourist destination, and in terms of management are still accustomed to the management of the past. Efforts to increase the number of tourists are needed to develop the attraction and see what are the potentials that can be obtained from the attraction so that it can maximize the attraction known by many people. The arrangement and development of tourist facilities and attractions in Umbul Brintik is intended as an effort to organize the tourist area and improve the quality of tourist attractions and the quality of the surrounding environment. Tourist attractions as tourist destinations are expected to be maintained in quality. The arrangement and development of tourist facilities and attractions is expected to provide added value while paying attention to the quality of the environment. From the description above, the author wants to conduct research with the title "Potential and Development of Jungle Camp Attractions in Bili-Bili."

METHOD

Research is conducted with descriptive research methods with qualitative approaches. Data collection is done by observation, interview and documentation on the research site. This research is intended to explain the potential and development of Jungle Camp Attractions.

FINDINGS

Potential and Attractions Do Jungle Camp Attractions

In this research, the researcher took up the "The Potential And Development Of Tourism Object In Jungle Camp Bili Bili". The potential for tourism development has enough strong influence on the development of the area around the tourist attraction. One from many Tourism Potentials in Indonesia is Gowa Regency. Gowa Regency has many Tourism Potentials, one of which is Jungle Camp located at Malino Street, Bontoparang, Parangloe, Gowa Regency, South

Sulawesi 92173. Jungle Camp Parangloe became a destination that has just gone viral among the people of Makassar. The results of interview show that the jungle camp tourist attraction that made me interested in visiting it is the place is very spacious with green grass and bili-bili dam surrounded by mountains.

Development Strategy Implemented by Jungle Camp Manager on Jungle Camp Attractions

The result of interview show that the development strategy carried out is for jungle camp tourism are the lack of management of the jungle camp so that this tour has not been conveyed to the Gowa government. and innovations that exist only from the creativity of local youth organizations. As for the innovation, only cleaning on site every month or week. and every tourist who comes to the location who wants to camp is given a garbage bag. but actually this management has been proposed to the Environmental Tourism Office, it's just that this tourist spot belongs to PUPR Gowa which means it can't be managed on a patent basis.

DISCUSSION

Potential and Attractions Do Jungle Camp Attractions

Gowa Regency has many Tourism Potentials, one of which is Jungle Camp located at Malino Street, Bontoparang, Parangloe, Gowa Regency, South Sulawesi 92173. Jungle Camp Parangloe became a destination that has just gone viral among the people of Makassar. This place is the most recommended camping location, with views of the river stretching wide. This river does not overflow because the flow discharge is regulated by the Bili-Bili Dam. Not only that, you can enjoy the sunrise with the charm of spoiling the eyes of a very beautiful blend of sky colors. The location of Jungle Camp is also not too far from Makassar City which is one of the factors for the hectic visit, only about 26 Km and takes about 40 minutes using two wheels or four wheels.

The result interview from Hamka Hasan show that the potential of the jungle camp, are:

- 1) Build more seating around the tourist area.
- 2) Make park around the tourist area.
- 3) Make learning comfortable space around the tourist spots.
- 4) Make public facilities such as prayer rooms and toilets.
- 5) Make some water objects.

The result interview from Hamka Hasan show that the attraction of the jungle camp, are:

- 1) The atmosphere is beautiful because it is treated directly with views of the river water that stretches widely because it is directly covered by the Bili-Bili Dam, Gowa Regency.
- 2) View of the green mountains surrounding the river bank.
- 3) In addition to the natural beauty, Jungle Camp also has a fairly large land area. This location can be used by tourists to set up a tent so they can lie down and also take a photo together.
- 4) Jungle Camp is also usually used to relax or hold campus major events.
- 5) For sunset lovers, the jungle camp also provides a view at sunset which is very pleasing to the eye.
- 6) People can fishing around the area
- 7) To enjoy the view of jungle camp you can rent some gazebo.

Jungle camp is one of the most visited tourist attractions for nature lovers. Apart from the view that the jungle camp offers, it turns out that it has a large area of land so that tourists can set

up tents or sometimes it is used by students to hold campus discussions. By utilizing the Gezebo place that is rented out by the manager. The rental price for each gazebo is IDR 500 thousand one night, equipped with makeshift facilities such as bathrooms and electricity. This gazebo can accommodate up to 30 people to be used in discussion meetings. Meanwhile, for visitors who come just to relax while enjoying the views of the Jungle Camp, they are only charged a parking rental of IDR 5,000 per vehicle. The clear water of Lake Bili-Bili, the horizon turning orange at dawn and turning red at dusk, is one of the attractions of the jungle camp as well which will always invite anyone to come back to Jungle Camp tours. Its natural beauty is perfect for photography enthusiasts or those who are selfiers. The beauty of Lake Bili-Bili with a row of mountains on the horizon, as well as sunrise and sunset are guaranteed to produce beautiful photo sketches. And in addition, if you don't want to bother preparing your own food, visitors can buy food prepared by the manager. The price for each portion of the dish prepared depends on the menu ordered.

Development Strategy Implemented by Jungle Camp Manager on Jungle Camp Attractions

The development strategy based on the results that utilizes the SWOT analysis is (1) a strategy that utilizes the strengths and opportunities (SO), namely developing new tourism objects, namely agricultural tourism, improving other facilities such as making tour guide services, porters, and adding climbing equipment rental places, utilizing policies visa-free visits to conduct promotions to attract tourists from abroad, cooperate with travel agents, hold folk festivals so that there is a variety of tours. (2) strategies that take advantage of opportunities and minimize weaknesses (WO) are: carry out more intensive promotion of the Jungle Camp tourism object, cooperate with investors, conduct training and education for existing human resources, build souvenir shops. (3) a strategy that utilizes strengths and minimizes threats (ST), namely collaborating with other basecamps, making simple lighting for access to the village, providing other public transportation, for example transportation services using minibuses, collaborating with the government regions in terms of assistance in tourism promotion efforts. (4) strategies that minimize the impact of existing threats and weaknesses (WT) are to mediate to resolve existing conflicts and competition, build disaster management posts, submit proposals for requests for assistance to local governments for the construction of facilities and infrastructure.

The result interview show that "Jungle camp has not been officially inaugurated by the Gowa government. So the innovations that exist are only from the creativity of local youth organizations." Hamka Hasan said as one of the managers of the jungle camp. The innovation or development carried out by the jungle camp manager is only cleaning the site every month or week. and every tourist who comes to the location who wants to camp is given a garbage bag. But the jungle camp manager hopes that the expected for jungle camps in the future is expected to maintain the cleanliness and preservation of nature by making notice boards or also being able to build campsites such as Cikole Camp Park in Lembang, Bandung. In order to attract more tourists and also benefit from camping rentals. The result from Riza show that "The innovation that is expected in the future for jungle camp is to make docks and benches for visitors." Related to language, tourists who come from abroad, of course, are constrained when visiting the jungle camp. The result interview from Dg.Layu show that "the manager or seller at the tourist site cannot speak English. as we know that this jungle camp has not yet received approval from the Gowa government, so if this jungle camp has been approved then the English language may be

improved but for now it is not possible.” The purpose of building a jungle camp to be a tourist attraction in Makassar, especially for people who like nature.

CONCLUSION

1. The Potential of Jungle Camp, are: (1) Build more seating around the tourist area. (2) Make park around the tourist area. (3) make learning comfortable space around the tourist spots. (4) Make public facilities such as prayer rooms and toilets. (5) Make some water objects.

The attraction of the jungle camp, are: (1) The atmosphere is beautiful because it is treated directly with views of the river water that stretches widely because it is directly covered by the Bili-Bili Dam, Gowa Regency. (2) View of the green mountains surrounding the river bank. (3) In addition to the natural beauty, Jungle Camp also has a fairly large land area. This location can be used by tourists to set up a tent so they can lie down and also take a photo together. (4) Jungle Camp is also usually used to relax or hold campus major events. (5) For sunset lovers, the jungle camp also provides a view at sunset which is very pleasing to the eye (6) People can fishing around the area (7) To enjoy the view of Jungle Camp you can rent some gazebo.

2. The development strategy based on the results that utilizes the SWOT analysis is (1) a strategy that utilizes the strengths and opportunities (SO), namely developing new tourism objects, namely agricultural tourism, improving other facilities such as making tour guide services, porters, and adding climbing equipment rental places, utilizing policies visa-free visits to conduct promotions to attract tourists from abroad, cooperate with travel agents, hold folk festivals so that there is a variety of tours. (2) strategies that take advantage of opportunities and minimize weaknesses (WO) are: carry out more intensive promotion of the Jungle Camp tourism object, cooperate with investors, conduct training and education for existing human resources, build souvenir shops. (3) a strategy that utilizes strengths and minimizes threats (ST), namely collaborating with other basecamps, making simple lighting for access to the village, providing other public transportation, for example transportation services using minibuses, collaborating with the government regions in terms of assistance in tourism promotion efforts. (4) strategies that minimize the impact of existing threats and weaknesses (WT) are to mediate to resolve existing conflicts and competition, build disaster management posts, submit proposals for requests for assistance to local governments for the construction of facilities and infrastructure.

1. For general readers, it is expected that this research can be used as a wish to visit the jungle camp
2. Finally, the writer hopes that this writing will be useful for future research, particularly for English Literature students at Universitas Muslim Indonesia Makassar.

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